

Australian Electoral Commissioner campaign certification

Certification Statement – 2025 federal election public awareness and participation campaign

I certify that the 2025 federal election participation campaign complies with the *AEC Communication Campaign Certification Process: Guidelines and Mandatory Checklist*, and with the five principles outlined in the [Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth Entities](#) (the Guidelines).

This certification takes into consideration advice and evidence provided by officers within the AEC with responsibility for the design, development and implementation of the campaign. AEC Legal Services Branch and Strategic Sourcing have provided oversight and assurance of compliance with relevant laws and Commonwealth Procurement Rules.



Jeff Pope
(Acting) Electoral Commissioner

Date 28 March 2025

✓ The subject matter of the campaign directly relates to responsibilities of the Australian Electoral Commission.

The policy or program is underpinned by:

✓ legislative authority; or

appropriation of the Parliament; or

✓ a Cabinet Decision which is intended to be implemented during the current Parliament.

Examples of suitable uses for government campaigns include to:

inform the public of new, existing or proposed government policies, or policy revisions;

✓ provide information on government programs or services or revisions to programs or services to which the public are entitled;

inform consideration of issues;

disseminate scientific, medical or health and safety information; or

provide information on the performance of government to facilitate accountability to the public.

Principle 2: Presented in an objective, fair and accessible manner.

✓ The recipients of the information can distinguish between facts, comment, opinion and analysis.

✓ Information presented as a fact, is accurate and verifiable.

✓ The basis of factual comparisons is clear and does not mislead the recipient about the situation.

✓ Pre-existing policies, products, services and activities are not presented as new.

✓ Special attention is paid to communicating with any information-disadvantaged individuals or groups identified as being within the target audience. Particular attention is paid to meeting the information needs of Indigenous Australians, the rural community and those for whom English is not a convenient language in which to receive the information.

✓ Imagery used in campaigns appropriately reflects the diverse range of Australians. Where it is consistent with campaign objectives this includes the realistic portrayal and full participation of women, Indigenous and culturally and linguistically diverse communities and people with a disability.

✓ Campaigns are tested with target audiences to indicate they are engaging and perform well against their objectives.

Principle 3: Objective and not directed at promoting party political interests.

✓ Language used in the campaign is objective language and is free of political argument.

✓ Campaigns must not try to foster a positive impression of a particular political party or promote party political interests.

✓ Campaigns must not:

a. mention the party in Government by name;

b. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;

- c. include party political slogans or images;
- d. be designed to influence public support for a political party, a candidate for election, a Minister or Member of Parliament; or
- e. refer or link to the websites of politicians or political parties.

Principle 4: Justified and undertaken in an efficient, effective and relevant manner.

- ✓ Campaigns are only to be instigated where a need is demonstrated, target recipients are clearly identified, and the campaign is informed by appropriate research or evidence.
 - ✓ Campaign information should clearly and directly affect the interests of recipients.
 - ✓ The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign.
 - ✓ Distribution of unsolicited material should be carefully controlled.
 - ✓ Campaigns are evaluated to determine effectiveness.
- AEC campaigns should be clearly measured against campaign objectives and details provided on how the campaign was effective.

Principle 5: Compliant with legal requirements and procurement policies and procedures.

- ✓ The manner of presentation and the delivery of campaigns must comply with all relevant laws including:
 - a. laws with respect to broadcasting and media;
 - b. privacy laws;
 - c. intellectual property laws;
 - d. electoral laws;
 - e. trade practices and consumer protection laws; and
 - f. workplace relations laws.
- ✓ Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers are to be followed, and there must be a clear audit trail regarding decision making.